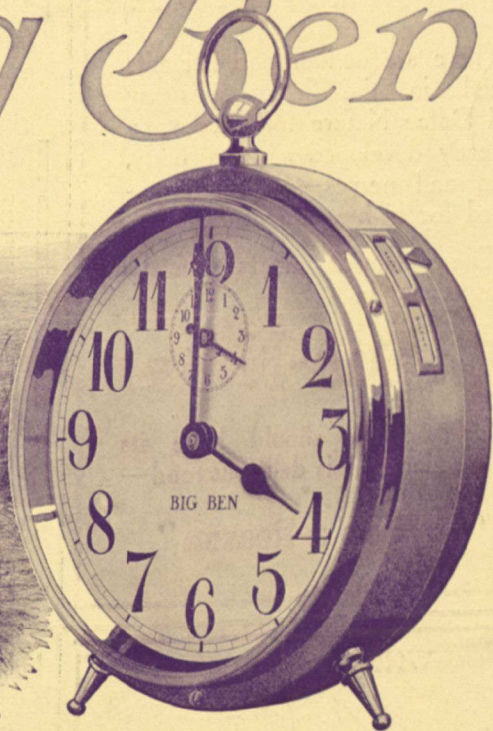


Big Ben

A *Westclox* Alarm



4 a.m.—



The Gift of Time

BIG BEN'S the only time-clock the modern farmer knows—he helps the farmer beat the sun to work.

Four a.m., in growing time, starts the farmer's day—brings a bumper crop of hours, for chores and in the field.

That's why Big Ben goes to the farm, at Christmas every year—to lend a hand in preparing for planting days. Now days there's business-like system on the farm. Where

Big Ben's wound up every night the farm cannot run down.

So it's Big Ben for Christmas, wherever you go—the gift of time that means goodwill all year.

You'll like Big Ben face to face. He's seven inches tall, spunky, neighborly—downright good all through. He rings two ways—ten half-minute calls or steadily for five minutes.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the States, \$3.50 in Canada. Sent prepaid on receipt of price if your dealer doesn't stock him.

Westclox folk build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill., U.S.A.

Western Clock Co.

Other Westclox: Baby Ben, Pocket Ben, America, Bingo, Sleep-Meter, Lookout and Ironclad.

Makers of *Westclox*